

**CITY OF DELTONA, FLORIDA
COMMERCE PARK RESEARCH PROJECT SUB-COMMITTEE MEETING
FRIDAY, April 11, 2014**

A Regular Meeting of the Commerce Park Research Project Sub-Committee was held on Friday, April 11, 2014 in the City of Deltona's 2nd Floor Conference Room at 2345 Providence Blvd., Deltona, Florida.

1. CALL TO ORDER:

The meeting was called to order at 3:32 p.m. by Vice Chair Peacock.

2. ROLL CALL & DETERMINATION OF QUORUM:

Chairman	Roy Braddy	Present
Vice Chair	Christine Peacock	Present
Sub-Committee Member	Tanya Boggs	Present
Sub-Committee Member	Ben Bove	Absent
Sub-Committee Member	Joe Cerrato	Absent (excused)
Sub-Committee Member	Bernard Jones	Absent
Sub-Committee Member	John "Jack" Kesler	Present
Staff Liaison	Jerry Mayes	Present

Also Present:

3. PLEDGE OF ALLEGIENCE: Pledge was recited.

4. APPROVAL OF MINUTES & AGENDA:

A. Adoption of the Minutes – February 14, 2014:

Vice Chair Peacock asked if everyone had a chance to review the minutes from February 14, 2014 and if there was any discussion; if not a motion is in order.

Motion was made by Chairman Braddy, seconded by Ms. Boggs to approve the February 14, 2014 minutes as published.

Motion carried with members present voting unanimous.

B. Additions or Deletions to the Agenda: None

5. WELCOME TO PUBLIC SECTOR PARTICIPANTS, GUESTS & PUBLIC ATTENDEES: None

6. CITY LIAISON REPORT:

A. City Commission has approved funding for a study for Commercial Sewer a Saxon Ridge:

Mr. Mayes passed out copies of the DEDAB Commerce Park Sub-Committee Staff Liaison Report and stated he will try to do this in the future. He gave the members a moment to review the report asking them if they had any questions. Mr. Kesler stated he had a phone call asking him if the Sterling Silver/Saxon project was going to be the City Center. He answered the caller that he did not have an answer. Ms. Boggs asked where this project was located. Mr. Mayes explained where it was and gave a brief overview

1 of the project. Ms. Boggs asked based on the first reading whether we had an approximation of how large
2 the retail center will be. Mr. Mayes answered the Walmart Neighborhood Store would be approximately
3 44,000 sq. ft. and would be the second one in Volusia County employing 90 people. He added it will be a
4 grocery store and pharmacy only pointing out there is numerous of these in Seminole and Orange
5 Counties. He suggested the members continue to review the report.

6
7 Mr. Mayes stated he had another item to share with the sub-committee regarding an article in the
8 Springshed News which is the newsletter for Blue Springs. He stated Deltona makes up most of the Blue
9 Springs area and Blue Springs has been having problems as many of the other springs in central Florida.
10 He stated Deltona has always tried to be good as far as water conservation and he stated he was asked to
11 write an article. He suggested the members read the article at their leisure; it has a lot of information on
12 what the City is doing to conserve water and be ecologically friendly. Vice Chair Peacock commented if
13 the springs are drying up and having these problems why are the water bottling companies still allowed to
14 draw water from the aquifer. Mr. Mayes stated when we have these problems it is said by the
15 conservation side that the water companies don't use a thimble full from a bathtub; it is one of the most
16 minor uses. He gave an example that dripping faucets use more water but the biggest thing is irrigation.
17 Vice Chair Peacock commented that is going back into the ground. Mr. Mayes stated 60% of the water
18 evaporates when using the sprinklers. Vice Chair Peacock asked if the City was doing any educational
19 campaigns on this pointing out that she was unaware of any. Mr. Mayes stated St. Johns River Water
20 Management District has brochures and we actually have some of them in our 1st Floor lobby. He stated
21 the City newsletter has also had articles on conservation from time to time to try to educate residents.
22 Vice Chair Peacock suggested it may be better if you include the education in addition to the compliance
23 issues. Mr. Mayes commented it has been his experience that residents just want to water their lawns and
24 are not interested in education and conservation and there is no citation backing up enforcement.
25 Chairman Braddy suggested it is not just the residents it is the groves who pump 100's and 100's of
26 gallons: the hotter it gets the more they pump. He added there needs to be a balance and it will take a
27 whole lot more than just the residents in Deltona. Mr. Mayes stated another issue is the amount of nitrates
28 and phosphates coming up in the springs from fertilizer; the City passed a fertilizer ordinance a year ago
29 with guidelines when using fertilizer and the County just passed one. He stated he was not sure how that
30 is enforced. He stated he had passed the article around at the Ed-Med Meeting this morning and they
31 asked if it could be assigned to them as a project. He stated Ed-Med already has two projects but it was
32 suggested they drop one of them. He asked if the members thought this would be a good project for this
33 sub-committee. Vice Chair Peacock commented she believed it falls right in line with eco-tourism and
34 education on using natural plantings, green fertilizer and mulch could be included. Chairman Braddy
35 commented we are talking about economic development and those topics are completely different. Mr.
36 Mayes agreed suggesting there could be some links but it is not economic development.

37
38 Chairman Braddy commented that at the DEDAB meeting it was suggested if this sub-committee may
39 want to take on another task we would need to ask DEDAB to go to the Commission and ask them to
40 grant us another task. He suggested letting the Commission pick the task. Ms. Boggs commented even
41 though educating residents about water may be a worthy cause her interest is in jobs and economics
42 where we could have a greater impact. She stated her only question about having the Commission select
43 the assignment is we should be able to put things on the table that the sub-committee members truly buy
44 into. Mr. Mayes stated at the last Commission meeting a presentation was made by Mr. Marcus and an
45 architect for a new arts center that would seat 700 – 900 people to be able to have graduations, opera, etc.
46 along with an upscale restaurant. He added it is still in the talking stages. He stated Commissioner
47 Nabicht suggested giving this task to DEDAB because they get things done. He asked if this sub-
48 committee would be interested in taking this on. He stated the question would be where it would be
49 located however they already have a spot selected at I-4 and Saxon on Trout Lake. He stated they want to
50 get with the U.S. Corps of Engineers and take out part of Trout Lake using that dirt in addition to bringing
51 in dirt to fill in with a retaining wall. He stated there are a lot of working parts to this and it would create

1 100's of jobs. He asked if the sub-committee wanted him to address it with the City Manager and if he
2 says yes go ahead address it with Commissioner Nabicht and then have Commissioner Nabicht bring it up
3 at a workshop or Commission meeting. He stated both the ED-Med Sub-Committee and this Sub-
4 Committee needs another task adding that this Sub-Committee has been working on the Commerce Park
5 for a year. He stated Ed-Med got Bethune Cookman in and DSC to expand so they need to turn that over
6 to staff. Chairman Braddy commented he believed we have about gone our course with the commerce
7 park and asked if it is time to turn it over to staff. Mr. Mayes disagreed commenting we need to get Mr.
8 Paradise in to talk about the Howland Blvd/Hwy 415 area first. It was determined that the commerce park
9 task encompasses all of Deltona not just the activity center area at I-4 and Howland. He read the
10 Commerce Park Sub-Committee mission statement. He stated once we hear from Mr. Paradise things may
11 be different because of issues and concerns in that area. Vice Chair Peacock asked if we could offer
12 incentives for incorporating in green plantings, etc. and suggested it would further our eco-tourism. Mr.
13 Mayes stated in truth that would be more of a Parks and Recreation or Planning and Development
14 Department issue as both deal with landscaping by ordinance. He stated if we have a motion that is voted
15 on and approved he will contact Planning and Development and ask one of them to come speak to us
16 about the article. He suggested the members list in an email what they would like to be discussed by
17 Planning & Development and he will ask Tom Pauls, Ron Paradise or Chris Bowley to come and speak.
18

19 Chairman Braddy asked to make a motion. Ms. Boggs commented she can't say she doesn't support this
20 however she does not see that as a role; her opinion is that Economic Development brings it in and
21 Planning & Development and Parks & Rec. applies the ordinances with the wishes of the Commission.
22 Vice Chair Peacock commented it is an incentive for business. Ms. Boggs commented she is aware of
23 where the money goes in the county and if we place anything that is considered a hoop in front of a
24 business; they will look at another City. Mr. Mayes commented the City already has the fertilizer
25 ordinance and water restrictions that are code enforced so any new construction has to abide by that. Vice
26 Chair Peacock stated she was looking at it more as an incentive for people to get on board with it in a
27 more aggressive way and she would be willing to put some effort into coming up with some incentives
28 herself. Mr. Mayes stated the only incentive the Commission has shown any interest in to this point is job
29 creation and the creation of ad valorem taxes that would pay the City back. Mr. Kesler stated he is not
30 here to promote the environment but to help create business in the area. Mr. Mayes suggested Vice Chair
31 Peacock join the Blue Springs Alliance; that is where you can make an impact. After discussion there was
32 no motion made.
33

34 Chairman Braddy commented they were talking about the proposal of the arts center and asked if there
35 was any other discussion. He stated personally he is interested in the Hwy 415 idea. Vice Chair Peacock
36 asked if the sub-committee could do both. Mr. Mayes answered no that the commerce park task is
37 assigned to us and we are just expanding that to include the Hwy 415 area. He suggested let's not do any
38 more with commerce park and change our focus to another area. He stated he had given Mr. Paradise a
39 heads up about the sub-committee's interest in the Hwy 415 area. He suggested they pay attention to the
40 JPA and the Osteen Overlay when Mr. Paradise speaks. Ms. Boggs asked if Mr. Mayes was suggesting
41 the sub-committee start looking at another task. Mr. Mayes answered they have done a lot with the
42 commerce park and reported that the McCallum Sweeney report which was paid for by Duke Energy will
43 be verbally issued to the Commission at a workshop possibly in May. He encouraged that members of
44 DEDAB and both sub-committees attend. He added he is hoping it will be a favorable report like the
45 Boyette report which was paid for by Team Volusia. He stated with that said we are starting to get
46 noticed. Ms. Boggs asked what the second task would be other than the Arts Center. Mr. Mayes stated
47 there will be a lot of issues with the Arts Center and your recommendation may be that it won't work;
48 whatever your recommendation is that is what the Commission will want to hear so it won't get assigned
49 to staff if it won't work. He stated the way it will work is if the sub-committee wants to take on the Arts
50 Center he will go through the City Manager to DEDAB to report to the Commission, a Commissioner can
51 bring it up at that time and ask that it be assigned. He stated the Commission may want a workshop on it

and at that point they may go ahead and assign it. He stated if that happens we will invite Mr. Marcus in with his group to do a presentation. He stated before we move forward he had promised Mr. Kesler that he would bring up the topic of a City Center and where it may be located. He stated we had committed too much time on that as a non-assigned topic and we should have asked that the Commission assign it. He suggested we should ask that it be assigned before proceeding. Chairman Braddy suggested we combine the two. Ms. Boggs agreed that the Arts Center would be like a beacon if located right on I-4 and would give a positive view of the City. Mr. Mayes reminded the members that these are two separate topics suggesting they pick one or the other as both are full time. He added the City Center idea has been bounced back and forth for about 10 - 15 years and we need something that will define an area as our City Center. Chairman Braddy asked if there was a feasibility study. Mr. Mayes answered they had not gotten that far; they have plans, color renderings and a developer who has developed previously. He stated the sub-committee would be looking at the feasibility of an Arts Center from the City's side; the City has not been asked to pay for anything yet however sooner or later they probably will. He suggested we could have someone from St. Johns River Water Mgmt. come in talk to us about the plans and, we may need to get with FDOT and/or the Federal Hwy Dept. since it is right on I-4. Vice Chair Peacock commented she looks at the City Center and the Arts Center projects as one in the same as the Arts Center would be the defining area for a City Center. Mr. Mayes stated if the Arts Center goes in the next assignment would be how to turn that area into the City Center.

Motion was made by Ms. Boggs, seconded by Chairman Braddy to request that the Commission assign to us to do the research and make a recommendation regarding the entertainment center proposal that was brought to the table this week. Vice Chair Peacock asked for a vote.

Motion carried with members present voting unanimously.

Mr. Mayes stated he will include this on his report to the City Manager as it was brought up by a Commissioner.

7. OLD BUSINESS:

A. Discussion of adding new members. Suggestion was for each member to try to invite an acquaintance who might have an interest in joining and who meets the DEDAB By-Laws:

- (1) Citizen of the City of Deltona and/or;
- (2) Business owner of a Deltona business and/or;
- (3) Owner of Deltona Commercially zoned property.

Vice Chair Peacock asked if anyone had anybody interested in joining the sub-committee. Mr. Mayes commented we need some membership; you are asking for a large assignment and we don't have the membership to make sure we have enough members showing up on a regular basis. He added he gets names from the ones that apply to DEDAB but do not get selected. Vice Chair commented this may be a chance to get someone interested in the arts on board. Mr. Mayes commented to just make sure they meet the criteria according to the by-laws. He recommended they all keep trying to bring in new members.

Vice Chair Peacock asked to clarify that we would need to work with FDOT on the project. Mr. Mayes stated there are a lot of moving parts; I-4 is going to be widened in that area and there will be a lot of other work in that area including stormwater.

8. NEW BUSINESS:

A. Discussion of Mr. Wannamaker's presentation from February's meeting:

Chairman Braddy commented the presentation is what it is so there is no need for other discussion.

B. Discussion and Planning for upcoming meetings:

(1) Invite Ron Paradise of Planning & Development Services to present on potential of the SR415/Howland Blvd. area.

Mr. Mayes stated we will be asking for another assignment and we will be scheduling Mr. Paradise to speak about the Hwy 415 and Howland Blvd. area or a commerce park area at the next meeting.

9. PUBLIC AND PUBLIC SECTOR PARTICIPANT'S CONTRIBUTIONS

(Four minute limit)

10. MEMBER COMMENTS: None

11. CONFIRMATION OF NEXT MEETING DATE, TIME AND LOCATION.

Vice Chair Peacock stated the next meeting is scheduled for Friday, May 9, 2014 at 3:30 p.m. in the 2nd Floor Conference Room. She commented that it would be nice if everyone would give Mr. Mayes a little notice if they are not able to attend the meeting. Mr. Mayes reminded them he is not allowed to poll the members under the sunshine law. Chairman Braddy suggested when they receive the minutes they answer back whether they will be attending the meeting.

12. ADJOURNMENT:

Motion was made by Mr. Kesler, seconded by Ms. Boggs to adjourn the meeting.

Motion carried with members present voting unanimously.

Meeting adjourned at 4:26 p.m.

Roy Braddy, Chairman

ATTEST:

Janet Day, Administrative Assistant II